

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	Group Art Unit: 2155
	)	
Eduardo F. Llach	)	Examiner: Bates, Kevin T.
	)	
Serial No.: 10/767,050	)	
	)	
Filed: January 28, 2004	)	<b>AMENDMENT AND RESPONSE TO</b>
	)	<b>OFFICE ACTION MAILED ON</b>
	)	<b>October 11, 2007</b>
For: <b>SYSTEM FOR AUTOMATICALLY</b>	)	
<b>SELLING AND PURCHASING</b>	)	
<b>HIGHLY TARGETED AND</b>	)	162 N. Wolfe Road
<b>DYNAMIC ADVERTISING</b>	)	Sunnyvale, CA 94086
<b>IMPRESSIONS USING A</b>	)	(408) 530-9700
<b>MIXTURE OF PRICE METRICS</b>	)	
		Customer Number 28960

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Please amend the above-titled application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 7 of this paper.